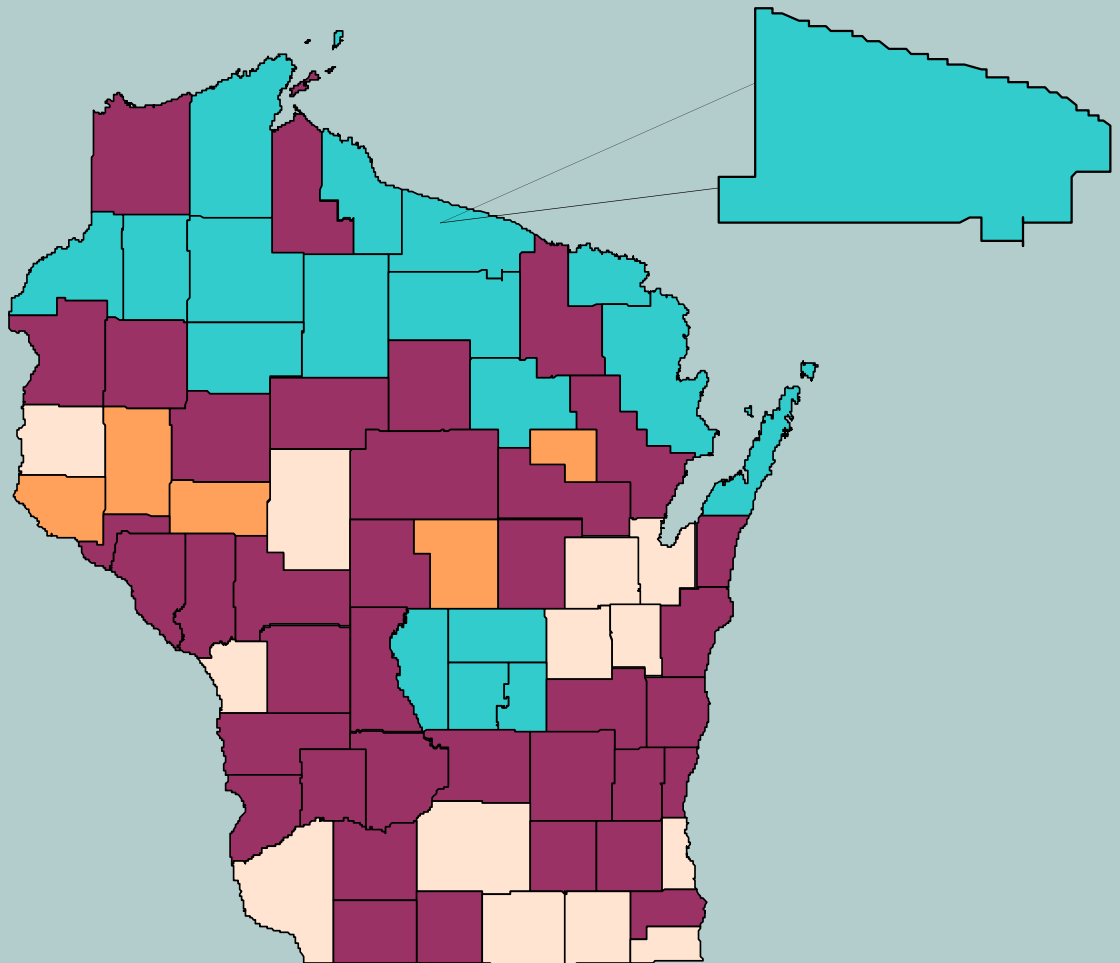


# Vilas County

## Workforce Profile

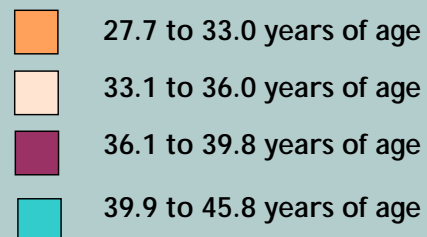
Median Age by County, 2000



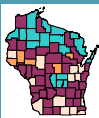
Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002 (rev. 3/2003)



Source: Census 2000 of the United States



## County Population

The population in Vilas County increased from 17,707 in 1990 to 21,033 in April 2000 according to Census 2000 information. That increase of 3,326 residents was nearly triple the increase in population experienced during the 1980s. In 1980 the county population was 16,535. The county continued to add residents through the end of 2000 and by the end of the year the population increased by another 155 residents, matching the rate of growth at the state and nation.

The change in population during the last decade was entirely from a net increase in migration of 4,062. The migration rate of 22.9 percent, 2<sup>nd</sup> highest in the state, greatly exceeded the state migration rate of 4.7 percent. Although there were 1,848 births in the county from 1990 to 2000 there were also 2,584 deaths. The net change in population from natural causes was a loss of 736.

A net gain in population from migration means that more people moved to the county than moved out of the county. Census 2000 reveals that prior to 1995, roughly 22 percent of the population 5 years and older, or 4,525 individuals, lived in a different county. Of those new residents 37 percent moved from another state and 63 percent from somewhere

else in Wisconsin. As with many of the northern lake counties in recent years, we seem to be seeing an influx of retirees making their permanent homes throughout the area, in either what was their former vacation home, or a recently purchased property.

How long this will continue will depend on everything from real estate prices to land availability. But, one of the earmarks of the nineties of the last century has been the rapid disappearance of reasonably priced land in the north, an unfortunate trend that may slow the migration of the retired. The population jumps estimated in the towns of the county are nearly a percent for a couple, and some of this is, of course, due to natural increase.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by the second largest increase in the 50-59 year old age group. Some of the increase was from an aging population, but not all of it.

Increases in the age groups on the upper end of the spectrum had an impact on the median age in Vilas

(Continued on page 2)

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Vilas County	21,033	21,188	0.7%

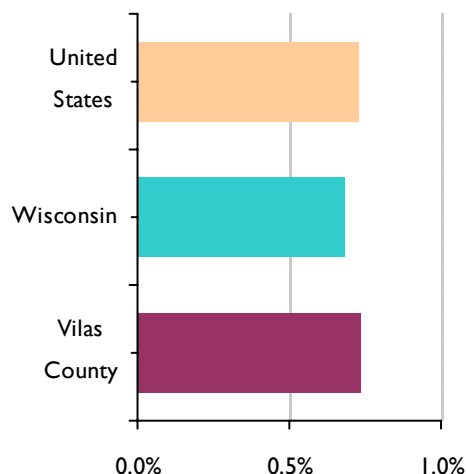
### Ten Largest Municipalities

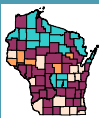
Arbor Vitae, Town	3,153	3,168	0.5%
Lac Du Flambeau, Town	3,004	3,021	0.6%
Lincoln, Town	2,579	2,607	1.1%
St. Germain, Town	1,932	1,960	1.4%
Washington, Town	1,577	1,575	-0.1%
Eagle River, City	1,443	1,447	0.3%
Phelps, Town	1,350	1,366	1.2%
Conover, Town	1,137	1,147	0.9%
Boulder Junction, Town	958	963	0.5%
Cloverland, Town	919	929	1.1%

\* Vilas portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001

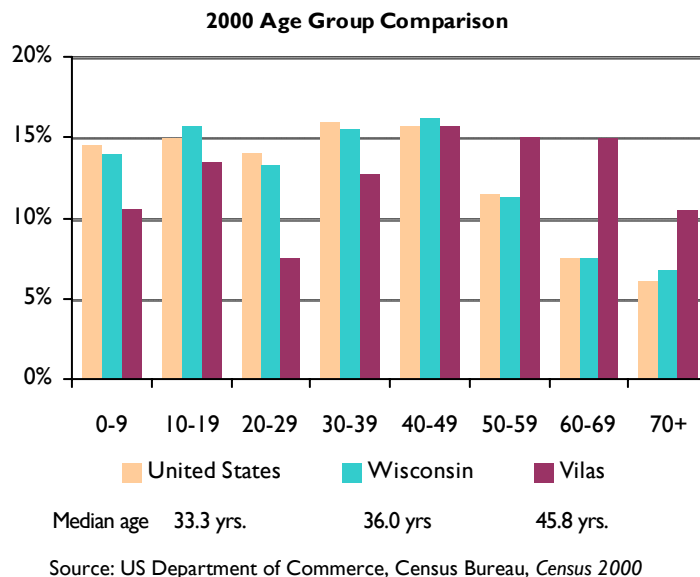




County that increased to 45.8 years in 2000 from 42.7 years in 1990. The median age in the county, higher than both the state median age of 36.0 years and the national median of 33.3 years, is the highest median age in the state.

The higher median age means that there are more residents in the older population groups than in the younger age groups and that is apparent in the graph on the right. The county has a smaller share of population in all of the age groups under 50 than both the state and nation. Beginning at age 50, the county share of population in each age group is greater than in both the state and nation.

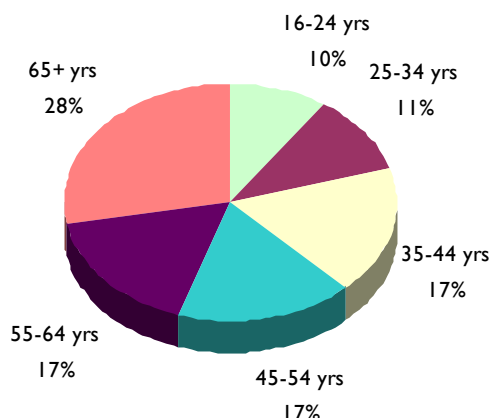
The consequences of the increases in the population groups over 50 on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of an increasing older population, preparing to retire, will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.



The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

## County Civilian Labor Force

**Vilas County Labor Force Age Groups**



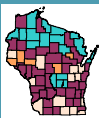
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The Vilas County population in 2000 16 years and older totaled 17,287. This population comprises the potential labor force in the county even though 28 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

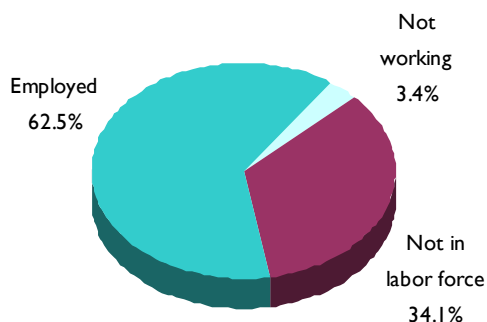
Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the workforce of the future, developing and honing skills, and mov-

(Continued on page 3)

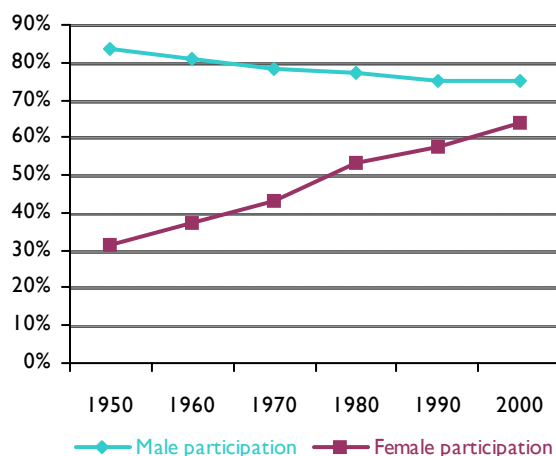


### 2001 Labor Force Participation



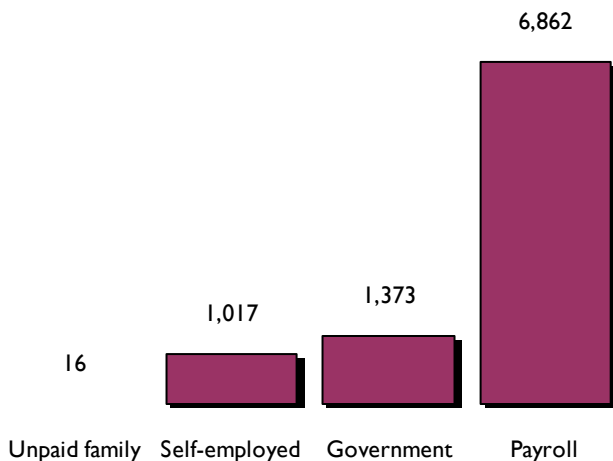
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, Census 2000

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, Census 2000

ing into new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired and no longer participates in the labor force. This is especially critical in Vilas County and reduces the overall labor force participation rate. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation in 2001 in Vilas County included 62.5 percent of the labor force age population that worked, 3.4 percent of the population that were unemployed and 34.1 percent who choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 67.9 percent.

An interesting phenomenon occurring in Vilas County and elsewhere in the state and nation, is the growing number of women entering the labor force. This movement, which began in earnest after WW II, has been increasing strongly since the early 50s as more women of all ages entered the workplace for both part and full time work. The rate of increase for females is rather steep for a rural northern county. Male rates of participation were at roughly 83 percent in the post war years and have declined to about 75 percent in the recent past. At the rate these two segments are going, in a few years they may be equal, or near it. The reasons for more women in the workforce are numerous, but the primary reason may simply be economic.

Labor force participants who work are engaged in several 'types of employment'. In Vilas County 74 percent of the employed population work for a private employer and receive a payroll check. Another 15 percent work for a government agency and also receive a payroll check.

(Continued on page 4)

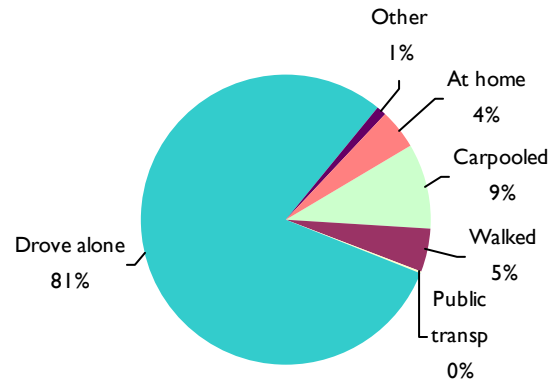


Roughly 11 percent of the workers in Vilas County are either self-employed or work as an unpaid family member. The share of workers in these categories is much greater in Vilas County than in the state (6.4%). The number of self-employed and unpaid family members are included in the estimate for total employed in the county. It is one of the reasons that total employment in most counties is greater than the nonfarm wage and salary estimate (see page 5).

An additional factor that effects the local labor force is the number of workers who commute into, or out of the county for jobs. Census 2000 revealed that roughly 27 percent of the workers living in Vilas County traveled to jobs in other Wisconsin counties while another 2 percent traveled to jobs in another state. The specific destination of those workers from the census is not scheduled for release until 2003 but it is very likely they are traveling to jobs in the City of Rhinelander in Oneida County.

How those workers travel-to-work reveals some

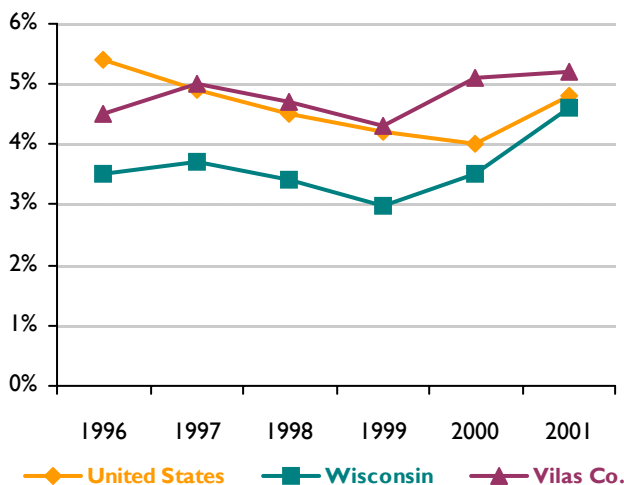
County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

interesting things about Vilas County workers and their driving habits. Not surprisingly, most people drive to work alone. This is the pattern in other places as well, (inside and outside of Wisconsin), even where carpooling is strongly encouraged. Just over nine percent of work drivers carpooled slightly less than in the state. The percentage of people taking public transportation stands at zero due to the fact that bus service in the county does not exist.

Unemployment Rate Comparison



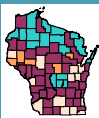
Over the last five years the number of employed residents in Vilas County increased by 300 from 10,500 in 1996. During the same period, the number of unemployed increased, declined, and increased again. The changes in the number of unemployed are relatively small but have a large impact of the unemployment rate.

The unemployment rate in Vilas County in the late 1990s was similar to national unemployment rates. In recent years, however, the unemployment rate increased. Even though the rate is higher than in 1996 it is still much lower than in the 1970s and 1980s. There were periods in the last 25 years when unemployment rates near 10 percent were considered normal.

Vilas County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	11,000	11,100	11,100	11,000	11,100	11,400
Employed	10,500	10,500	10,600	10,500	10,600	10,800
Unemployed	500	560	520	480	560	590
Unemployment Rate	4.5%	5.0%	4.7%	4.3%	5.1%	5.2%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

### Nonfarm Wage and Salary Employment

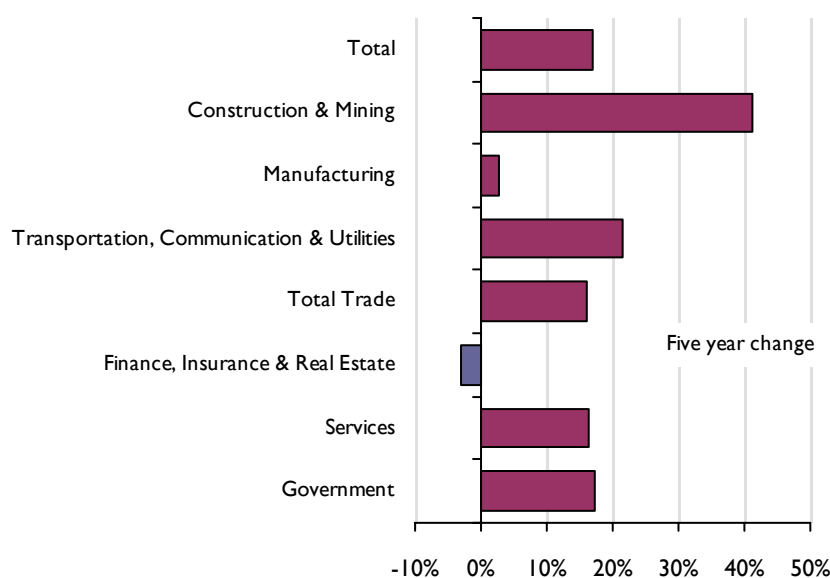
	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	7,060	7,224	7,540	7,850	8,010	8,262	3.1%	17.0%
<b>Goods Producing</b>	1,062	1,114	1,182	1,304	1,308	1,320	0.9%	24.2%
Construction & Mining	593	626	692	806	850	837	-1.6%	41.2%
Manufacturing	469	488	490	498	457	483	5.5%	2.9%
Durable	397	413	416	417	375	404	7.9%	1.7%
Nondurable	72	75	75	81	83	79	-5.1%	9.2%
<b>Service Producing</b>	5,998	6,110	6,358	6,546	6,702	6,942	3.6%	15.7%
Transportation, Communications & Utilities	157	136	143	174	201	191	-5.0%	21.5%
Total Trade	2,213	2,315	2,278	2,305	2,358	2,569	9.0%	16.1%
Wholesale	161	159	152	152	166	212	27.8%	31.8%
Retail	2,052	2,156	2,127	2,153	2,192	2,358	7.6%	14.9%
Finance, Insurance, and Real Estate	304	294	299	305	304	295	-2.7%	-2.9%
Services & Misc.	1,570	1,707	1,886	1,942	1,845	1,828	-0.9%	16.4%
Total Government	1,754	1,658	1,752	1,820	1,995	2,059	3.2%	17.4%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

When one looks at the employment picture in Vilas County by industry over the period 1996—2001, there were increases in the job levels of almost all the industrial sectors. Construction employment gained by the largest percentage over that period, as well as wholesale trade. In fact, the goods producing sector took a health jump of 24 percent in those years, somewhat unusual for a rural northern county.

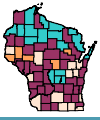
### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Manufacturing numbers in Vilas County are not high compared to other counties in the Wisconsin River Valley District, and comprise less than 10 percent of the local jobs. As noted, construction job numbers in the 1996-2001 period jumped the most of the other industrial sectors. Included in this sector are jobs in sand and gravel extraction as well as building.

In terms of absolute numbers, employment with trade and service employers is much more important to this area than is manufacturing. Together, these two industries comprise 53 percent of the jobs in the county, much higher than in most counties in Wisconsin.



### Top 10 Employers

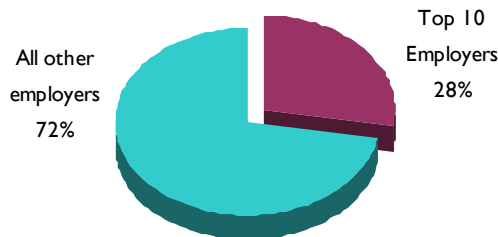
Company	Product or Service	Size
Oneida Casino	Gaming & Entertainment	500-999
Northland Pines Schools	Public education	250-499
County of Vilas	Executive and general government	100-249
Bonsons Foods Inc.	Food store: grocery	100-249
Nagel Lumber Co. Inc.	Lumber & wood products	100-249
Lac Du Flambeau Public School	Public education	100-249
Howard Young Medical Group	Healthcare services	100-249
Pukall Lumber	Lumber & wood products	50-99
Great Lakes Inter-Tribal Council	Tribal affairs	50-99
Woodruff Arbor Vitae School	Public education	50-99

### Top 10 Industry Groups

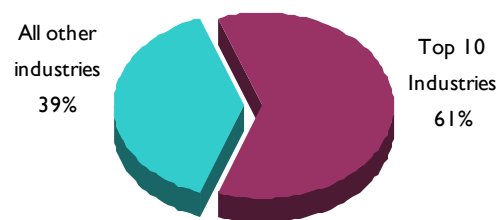
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Executive, Legislative, and General	17	1,126	801	786
Eating and Drinking Places	95	924	47	208
Educational Services	10	695	40	221
Hotels and other Lodging Places	63	438	10	114
Health Services	16	342	-3	-123
Food Stores	13	332	-10	34
Special Trade Contractors	76	318	-30	82
General Building Contractors	53	300	-5	78
Automotive Dealers & Service Stations	35	297	22	55
Lumber and Wood Products	16	282	18	2

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of Nonfarm Employment**



**Top 10 Industry Group Share of Nonfarm Employment**

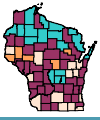


Source: WI Department of Workforce Development, ES-202 file tape, December 2001

When one looks at the industrial landscape of Vilas County, one of the most obvious features is the relatively small size of individual businesses compared to other counties in the district. Only a few larger employers in the county have over hundred workers. The mix is everything between manufacturing, small retail, and an insurance company world headquarters.

This mix of businesses is a source of economic strength for this area. In Vilas County, the top ten employers' portion of the employment picture is only about 30 percent, the rest being the smaller businesses typical of a rural northern county. There is a high proportion of operations serving the tourist trade, either directly or indirectly, and these are becoming more important as tourism makes a greater impact on the northern area of our district.





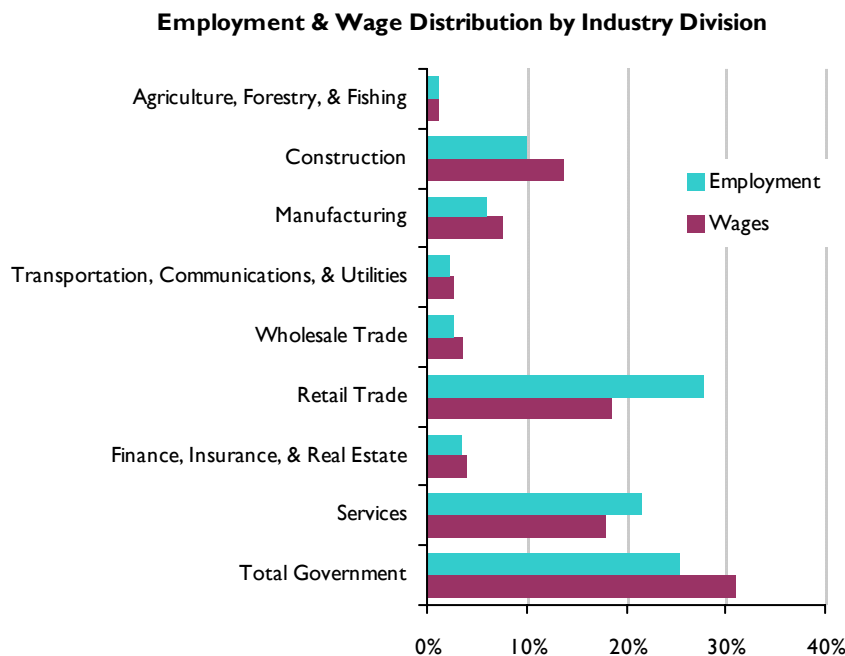
## State of Wisconsin - Vilas County

When looking at the table at the bottom of the page, the one thing that seems to stand out is the fourth column, indicating the *percent of the state average wage* paid in different industries in Vilas County. The wage levels in Vilas County in all industry divisions except retail trade are well below state levels.

Manufacturing wages are over 30 percent below the state, which is rather low, even when compared to the other counties of the River District. Many of the manufacturing employers in Vilas County are

small and are not able to compete with larger business pay scales. This is especially true when compared with the much higher hourly wages of the paper mills in neighboring counties.

Transportation and utilities, another high paying industry in most areas of the state, is also a bit lower than elsewhere, and local wages have a similar relationship with the state as manufacturing wages. Construction employment, usually one of the better paying sectors, compares well with the rest of the state, and certainly better than the more rural counties of the Wisconsin River District.



Considering employment and wage distribution in Vilas County, several things stand out in contrast with other areas. Retail trade accounts for the greatest share of jobs in Vilas County but, because many of the jobs are seasonal and part-time, has a relatively low share of county wages. Manufacturing employment levels, as mentioned, are very low and definitely not the most important sector of the Vilas County economy. Government employment is rather high, and as with most other counties of the state, is primarily with local government and school districts.

### Annual Average Wage By Industry Division

	Vilas Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 21,037	\$ 30,922	68.0%	2.8%	24.9%
Agriculture, Forestry, & Fishing	\$ 21,255	\$ 22,565	94.2%	-10.1%	-26.9%
Construction	\$ 28,377	\$ 39,011	72.7%	8.4%	33.0%
Manufacturing	\$ 26,758	\$ 39,739	67.3%	10.7%	35.2%
Transportation, Communications, & Utilities	\$ 24,562	\$ 36,639	67.0%	-8.3%	17.1%
Wholesale Trade	\$ 30,637	\$ 40,521	75.6%	-7.6%	19.8%
Retail Trade	\$ 13,961	\$ 14,596	95.7%	0.8%	19.9%
Finance, Insurance, & Real estate	\$ 24,799	\$ 40,933	60.6%	8.9%	35.4%
Services	\$ 17,511	\$ 28,775	60.9%	-6.8%	19.1%
Total Government	\$ 25,720	\$ 33,785	76.1%	-6.8%	5.7%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





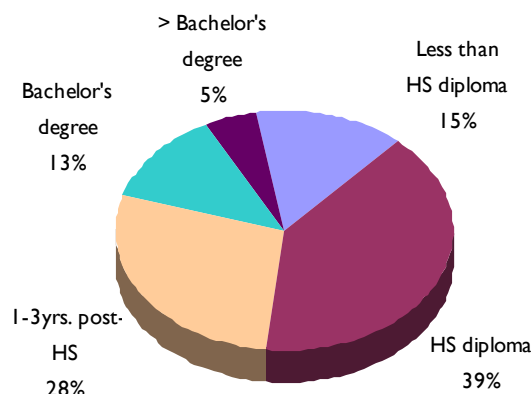
## Occupation and Education Characteristics of County Population

The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Vilas County. The distribution of occupations reflects the employment of all these workers, including those that are self-employed and own businesses.

The largest group in the county is sales and office workers and is consistent with the large number of jobs in retail trade. The second largest group in the county is management, professional and related occupations. The mix of occupations in this group varies depending on the industry mix but in Vilas County most of the jobs in this group are teachers and health care professionals. These jobs are primarily found with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

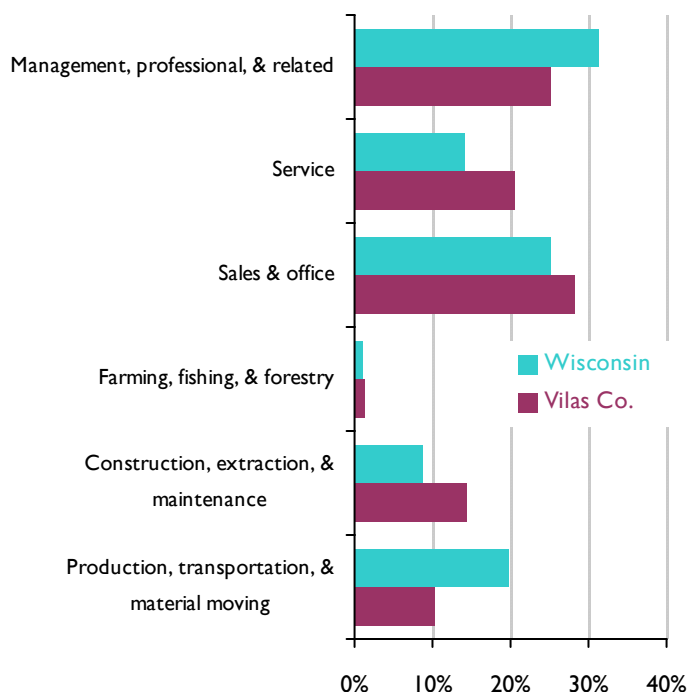
In Vilas County 46 percent of the population 25 years old and over has some education beyond high school, but only 18 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

### Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

A larger share of the population has 1-3 years of post-secondary education that could include some college with no degree, an associate degree, or technical college training. Workers in this group find employment in all occupational groups including the sales and office occupational group. Occupations in this group include accounting, advertising, technical sales, and general office occupations. Employers now expect workers in these occupations to have some training beyond high school.

The third largest group is service occupations. This group is larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 21 percent of the workforce in Vilas County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, police and firefighters. Wages for many of these jobs are low and workers are often employed seasonally and work less than 40 hours per week.



## County Income Information

Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Vilas County's per capita personal income was about \$5,080 below that of the state in 2000.

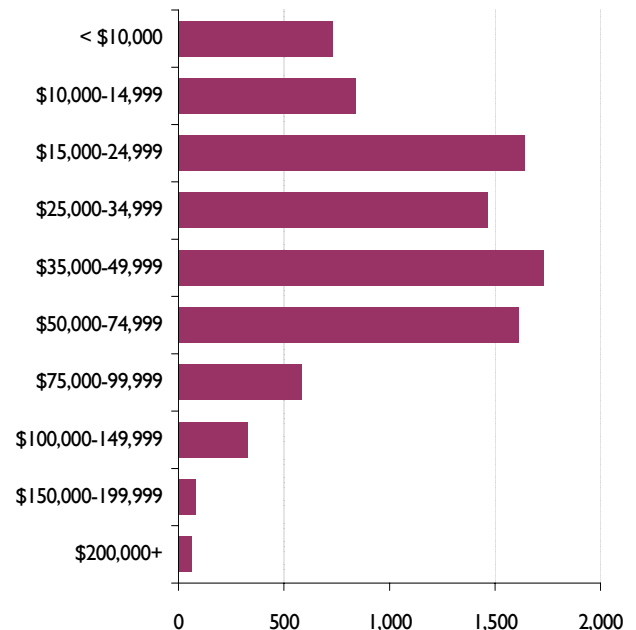
Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county. Over the past six years, Vilas County per capita income has increased by about \$5,800, or roughly 32 percent. That exceeds increases in both the state and nation of 27 and 26 percent, respectively, over the five-year period.

Another measure of income in the county is by households. Household income is higher than either per capita personal income or annual average wages because households generally include more than one worker.

The median household income in 1999 (last full year of income data used for the census) in Vilas County of \$33,759 was only 77 percent of the state median income of \$43,791. Only 12 percent of the households in the county had an annual income over \$75,000 while over one-third earned less than \$25,000.

### Households by Income Range

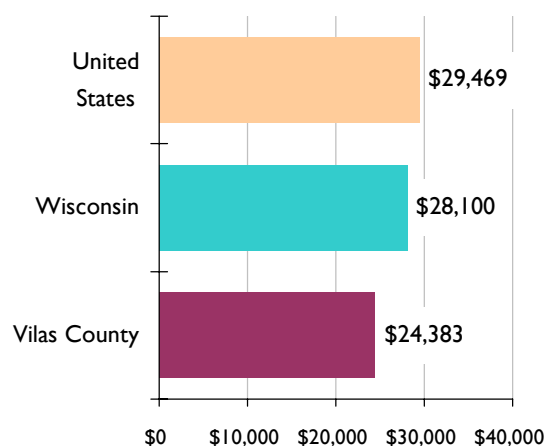
Median household income in Vilas Co. \$33,759



Source: US Dept. of Commerce, Census Bureau, Census 2000

Incomes are lower in Vilas County, not only because of lower wages but also because of a larger elderly population living on fixed incomes. Income from transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

### Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

### Components of Total Personal Income: 2000

